

P-22: UNTOLD Regional Youth Summit

Venue: Community, Schools and Tribes

Goal: Preventing Initiation of Tobacco Use

Sponsoring Organizations: NWESD 189, Skagit Affiliated Health Services, Whatcom County Health and Human Services, Snohomish Health District, Upper Skagit Indian Tribe, Island County Health Department, Swinomish Tribal Community, San Juan County Health Department, Lummi Indian Business Council, American Lung Association, American Cancer Society.

Abstract: The UNTOLD Regional Youth Summit is a one-day event to train teens to use media literacy skills to analyze tobacco messages, and to empower them to create anti-tobacco media campaigns in their local schools and communities. The event was organized by over 30 youth representatives from five counties and three tribes. Experienced trainers in media literacy will teach participants to decode media messages and their intent. Teens will be trained to create anti-tobacco radio, TV and print advertisements. Small group activities during the day will motivate youth to join in local tobacco prevention coalition efforts and have fun fighting “Big Tobacco”. In the process of joining forces to combine resources and skills, the groups developed a strong partnership. Future goals include a follow up activity to determine how the youth have put their training to work in their communities.

Recommendations: Taking the time to come up with a shared mission, specific goals and objectives are essential for success in a large partnership. Having defined roles and a good communication network is also important. Involving as many partners as you can provides access to additional resources and skills. Involve youth in the planning process to create a meaningful event.

Contact for more information:

Carol Wetherill
Skagit Affiliated Health Services
360-856-7383
cwetherill@affiliatedhealth.org

Lyndie Case
NWESD 189
360-416-2320
lcasesd189.org

Sheilah Looney
Whatcom County Health and Human Services
(360) 676-6829 ext.30689
slooney@co.whatcom.wa.us